



Healthtech pioneer
of the year



Best newcomer



Tech for good

Capital Markets Day

14:00 - 16:30, Wednesday, 29th June 2022



Tim Barker

Chief Executive Officer



Dr Tim Budden

Chief Technology Officer



Kate Newhouse

Chief Operating Officer



Caroline Hirst

Head of Children's
Joint Commissioning,
Lewisham & South
East London



Dr Lynne Green

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Chief Product Officer



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Agenda

2:00 – 2:20

Kooth's purpose and progress



Tim Barker, CEO

2.20 – 2.45

How Kooth's service operates



Dr Lynne Green, Chief Clinical Officer

2.45 – 3.05

Platform: today and future



Aaron Sefi, Chief Product Officer

Dr Tim Budden, Chief Technology Officer

3.05 – 3.15

Q&A

3.15 – 3.25

Break / demos

3.25 – 3.40

South East London case study



Caroline Hirst, Head of Children's Joint Commissioning for Lewisham and South East London

3.40 – 4.05

Public sector growth strategy



Kate Newhouse, Chief Operating Officer

4.05 – 4.20

US growth strategy



Kevin Winters, General Manager, America

4.20 – 4.30

Wrap up and Q&A



Tim Barker, CEO

4.30

Drinks



Kooth's Purpose & Progress



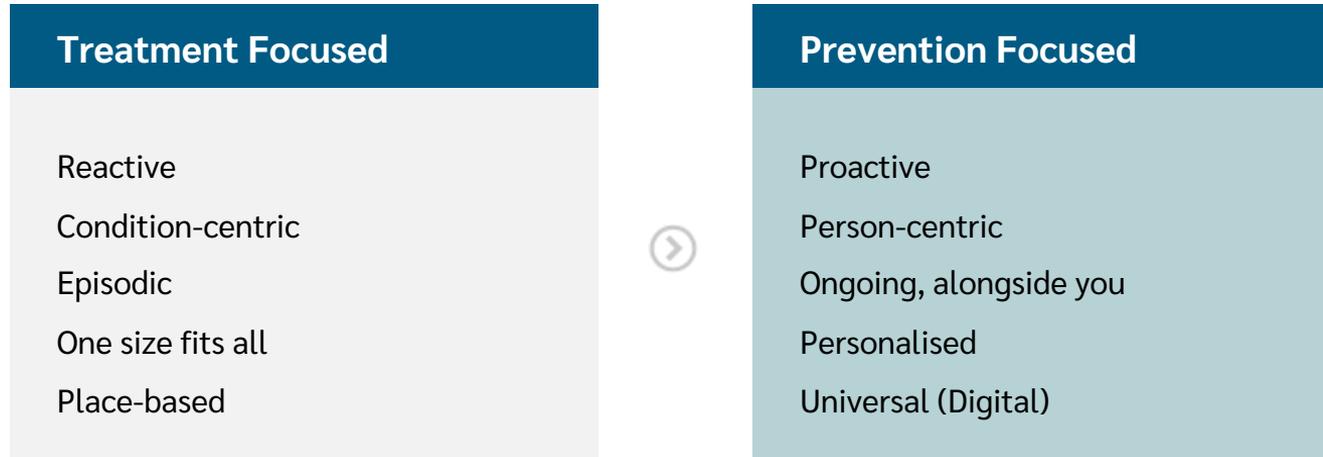
Tim Barker

Chief Executive Officer

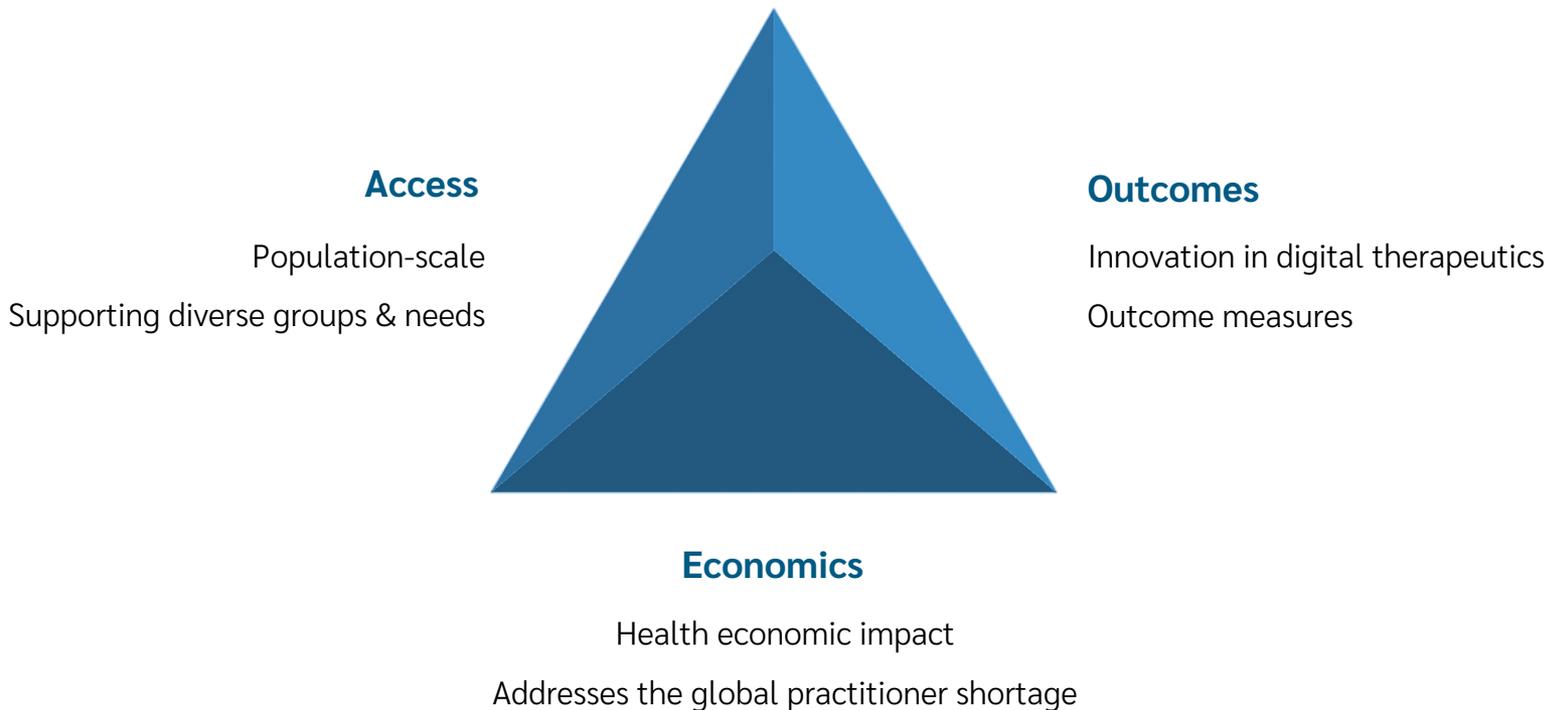
A transformation in mental health care is needed to tackle the growing, global demand

The global cost of poor mental health will reach \$6trn by 2030 (£118bn in UK today)

Healthcare systems need to move upstream from treatment to prevention to tackle every-growing demand.

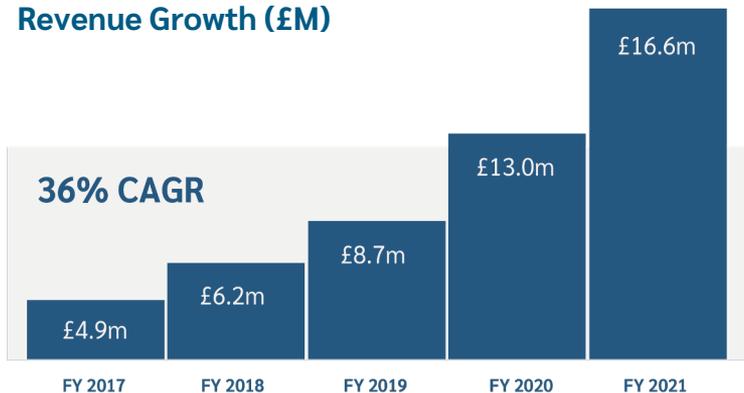


The winners will be companies that can **redefine and scale personalised, effective mental health care to all**



Kooth is a **pioneer and catalyst** for the digital transformation of mental health care

Revenue Growth (£M)



Taken from Audited Financials year ended 31 December.

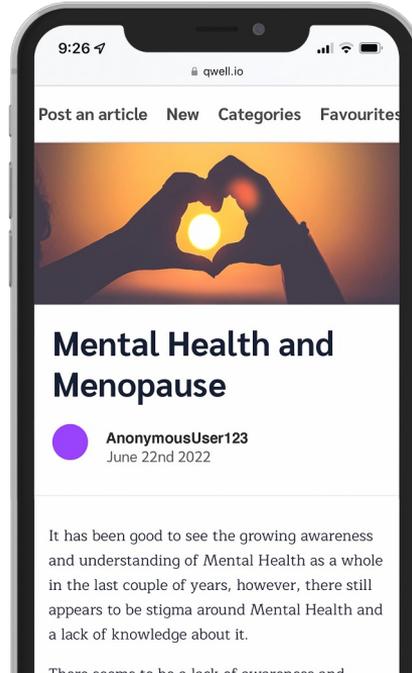
- **2001** Kooth founded to tackle adolescent mental health
- **2004** Launches first pilot with Stockport NHS
- **2006** Kooth expands to 8 regions
- **2011** 16 regions, £1m revenue, £0 funding
- **2015** ScaleUp private equity invests to drive growth
- **2018** Kooth Adult (Qwell) launched
- **2020** IPO to continue to invest in long term growth
- **2021** Kooth established in USA
- **Today** **Largest mental health platform for young people.** Expanding to adults, employees, international.

We provide a welcoming, integrated, people-centric platform for early help and prevention



Self-therapy

Therapeutic content & activities

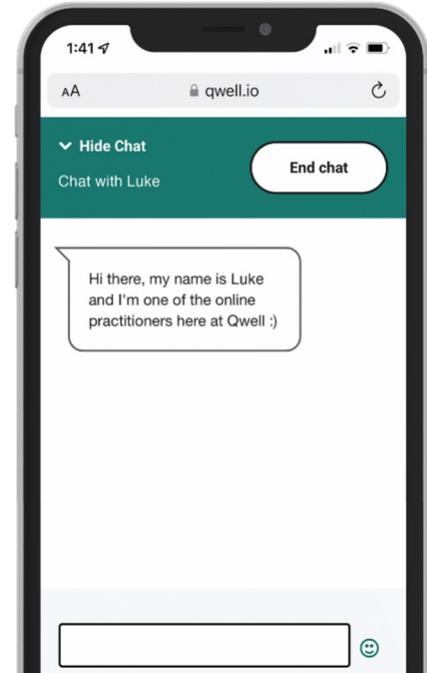


Peer support



Professional Support

Asynchronous messaging & live chat



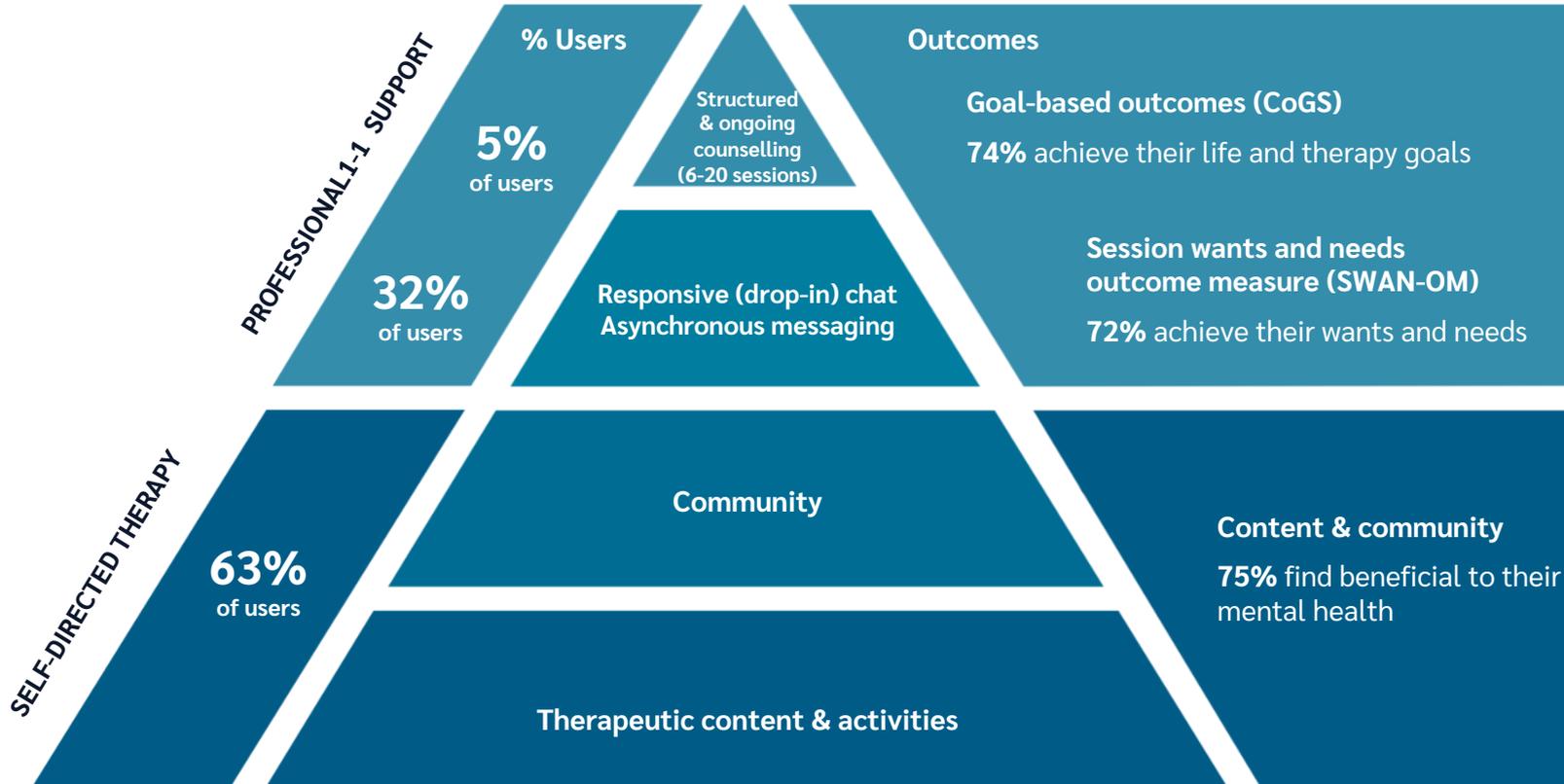
Remove barriers to access

Remove stigma

Choice, not prescription

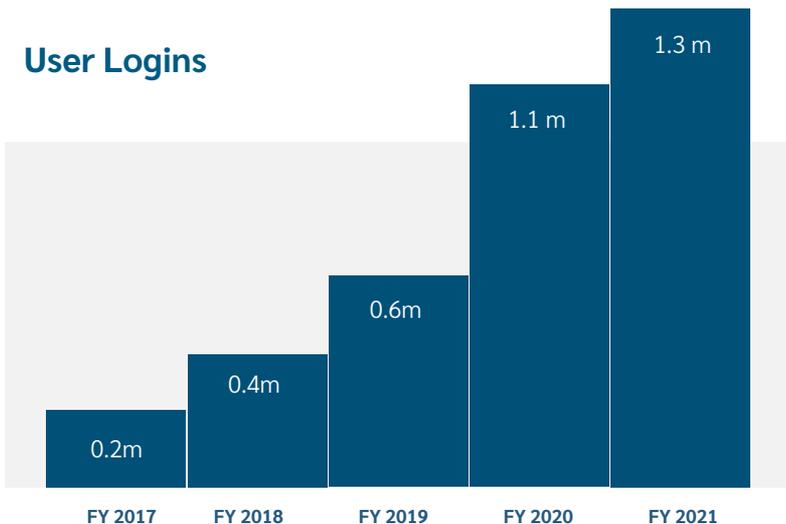
Safe space

95% of service users get the support they want/need without need for long term counselling



Kooth has built one of the world's largest mental health data sets . Unlocking this is key to our future

User Logins



>800,000 people have used Kooth.

>1 million hours of professional support delivered.

>25 million data points, training data for AI.

Future for Kooth is using data and AI to deliver highly personalised, effective mental health care with increased efficiency and economics.

Our business model is focused on four pillars



Kooth platform and clinical delivery model



Therapeutic content & activities



Community



Professional support

We are building Kooth to **deliver personalised, effective mental health care for all**

Access

Trusted partner to the NHS

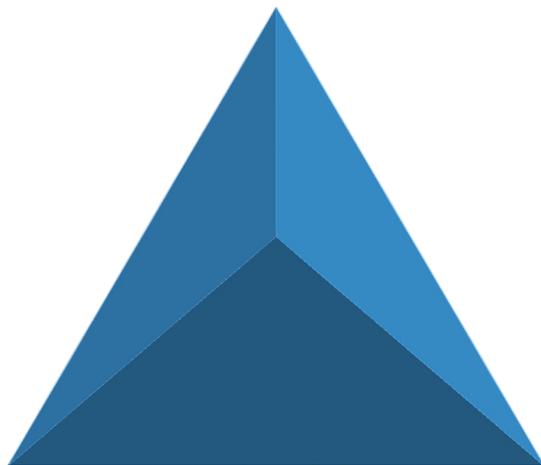
10.9 million people have free access

1-in-33 used Kooth in 2021

Outcomes

Significant improvement in **>70%** cases

Innovation: World's first brief-therapy outcome measure



Economics

Up to **12:1** cost savings for healthcare systems

95% get support they want/need without long term counselling

65%+ gross margin is top quartile in industry



How Kooth's Service Works



Dr Lynne Green
Chief Clinical Officer

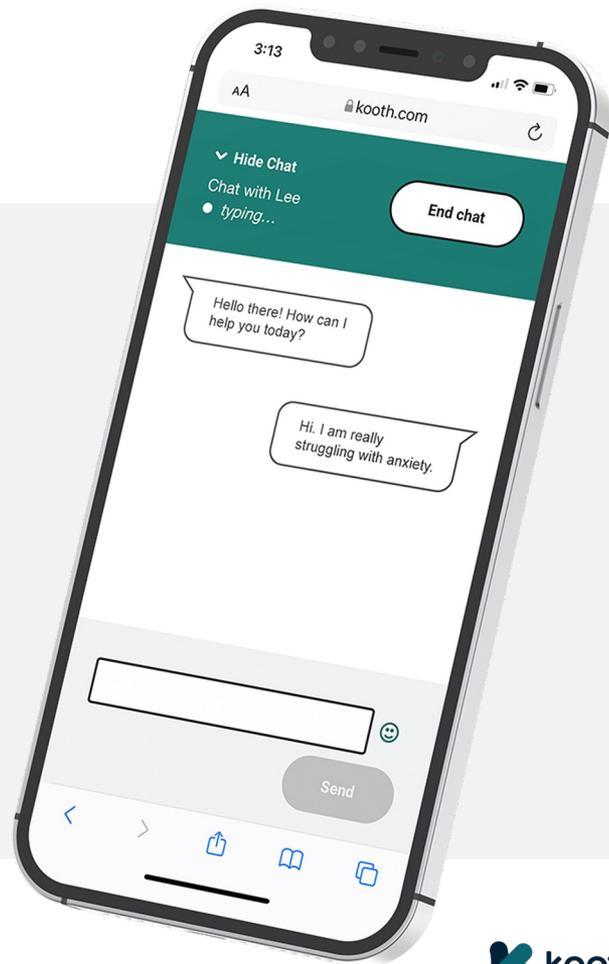
How Kooth helps: Sam's Story

Background

- Sam (male, 13 years) struggled during COVID and ever since; lots of losses.
- Anxiety, self harm, loss of appetite, social isolation, shame.
- Heard about Kooth in a school assembly and liked the sound of an anonymous service.

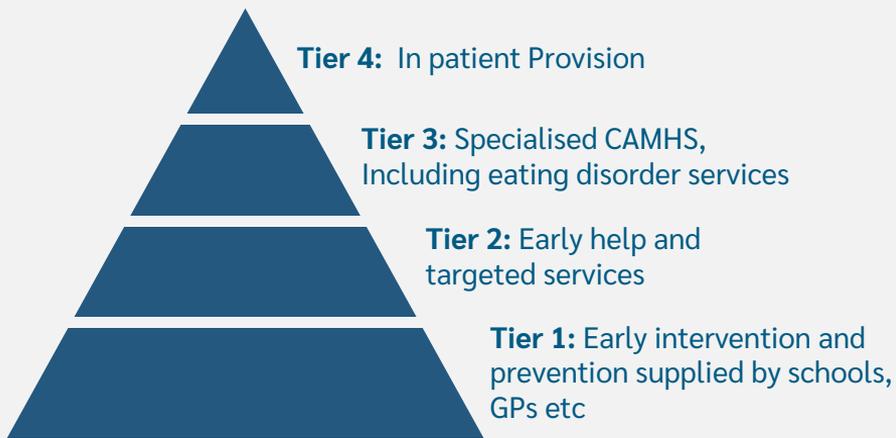
Intervention

- Used Kooth journal initially to express his thoughts and feelings.
- Worsening presentation picked up (through moderation) so chat was recommended (matched with a male counsellor at his request).
- Joined a forum with other peers about grief and loss (identified trigger).
- Engaged with Kooth's mini self help activities recommended by peers.



Mental health care models are shifting from tier-based to person centered approaches

1990's: Tier-based



Today and Future: Person centered



THRIVE Framework - Anna Freud Centre

Shift to an integrated, person-centered, and needs-led approach reflects that people's needs change over time.

Kooth provides an integrated, **person centered and needs led approach** to deliver mental health support

Traditional services operate within **one segment**.

But, needs change over time, or in an instant.

Kooth is designed around the individual, not the institution.

Kooth's platform supports all four segments.



Shift to an integrated, person-centered, and needs-led approach reflects that people's needs change over time.

The Kooth Service: One size doesn't fit all

Anonymity: Our users remain anonymous, giving them the confidence to speak out and access without the fear of judgement



Therapeutic choice: Kooth is a full mental health toolkit - giving our users the opportunity to choose the kind of therapy that works for them.



3:03

Question 1 of 10

I've felt edgy or nervous

Select one answer that best describes how you've been feeling over the last week

Not at all

Only occasionally

Sometimes

Often

Most or all of the time

Next question

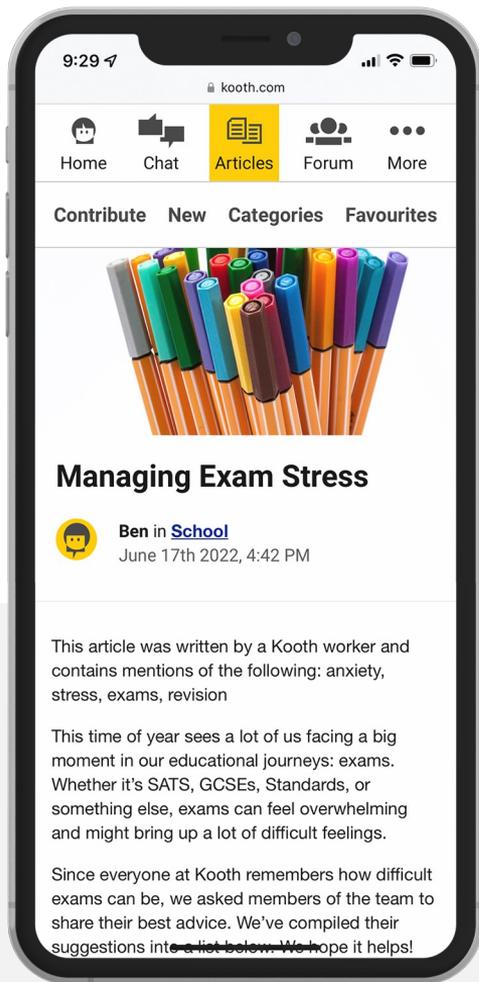
Onboarding Initial assessment

CORE Assessment

Standardised 10 question self-assessment to measure mental wellbeing.

60% of service users score as 'severe'

'Severe' users are immediately signposted to a chat or to send us a message.



Therapeutic Content: Expert advice and lived-experience

100,000+ articles from Kooth's clinical team and lived-experience stories

100 new articles submitted each week from service users.

75% users find beneficial to their mental health (LSE independent research).

Innovative peer-support measure captures granular feedback

Enables us to measure 'what's helpful and why'.

LET US KNOW...
Did you find this part of Kooth helpful?

No Not really Don't know A bit Loads!

☹️ 😞 😐 😊 😄

SUBMIT

Only the Kooth team will see your feedback.

Why did you find it helpful?

Select one option

It helped me relate to others

I learned something important to me

I feel better about myself

I've learned some skills I can try with others

SUBMIT

What did you learn that was important to you?

Select as many as you'd like

I learned something new today

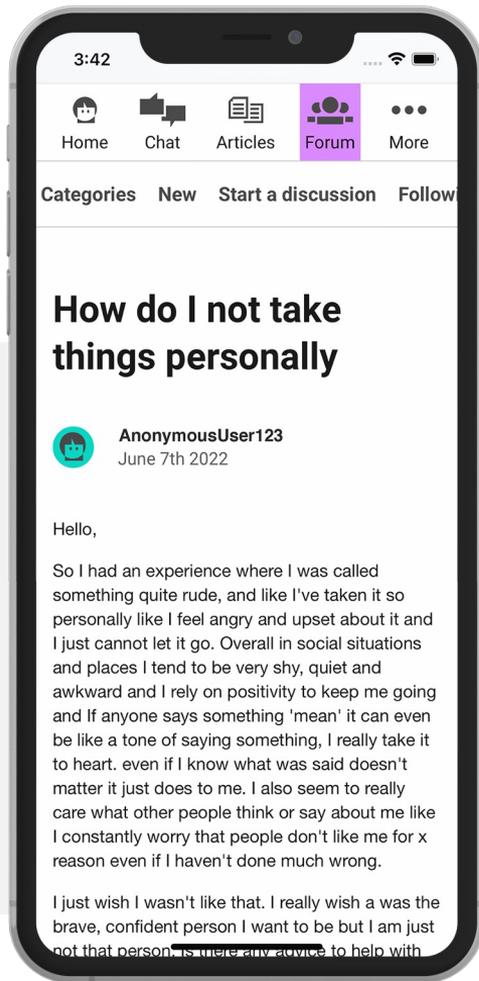
I got information that helped me learn about myself

I now know what I need to do to feel better

I now know others have the same experiences as me

The information I received today was helpful to my problem

SUBMIT



Peer support community

Age-segregated, pre-moderated, peer-support community

Content is pre-moderated for safeguarding.

50% of people that used the community go on to help someone else.

3:42

I'm not in the right headspace to answer.
Take me straight to chat →

Step 1 of 2

Select one or more categories or write your own answer below.

In my chat I would like to...

- Share my story with someone
- Understand what help I can get
- Set and achieve my goals
- Explore my emotions
- Improve my relationships
- Learn ways to cope

Write your own (optional)

Chat: First ever validated measure for single session therapy

Kooth invented the first validated measure for brief/intermittent chat

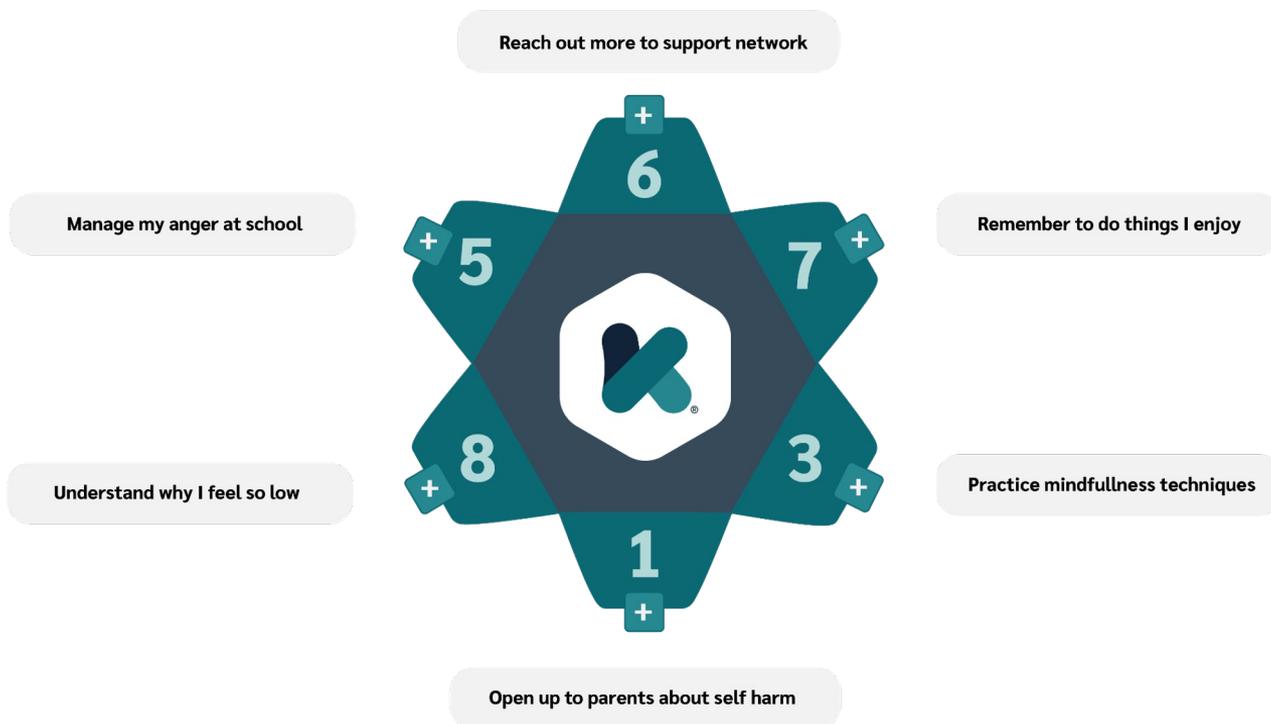
Person-centered measure focus on asset/strengths based approach.

3 year research and engineering project.

Independently validated by The Anna Freud Centre.

72% of users achieve their 'Session Wants and Needs'

Counselling Goals System (CoGS)



Types of Goals

- Self-help
- Getting professional support
- Relational
- Emotional
- Exploration
- Mental Health

74% of users achieve a meaningful progress and change through goals
(3 point positive goal movement)

Practitioner Platform for case management and 360 view

Practitioners have a '360 view' of the service user to provide support.

Provides a single source of truth for collaboration and support across service delivery and clinical.

The screenshot displays the 'Practitioner Platform' interface for a 'Young People' case. The header shows 'Case notes - Young People' and the user 'Allie'. The main content area is divided into several sections:

- Case Profile:** Displays 'JenniFromTheBlock' with 'Best Insurance', 'Ethnicity: British', 'Sub Location: Demo area 1', and 'Age: 17'.
- Risk and Safeguarding:** Shows 'Risk: New to counselling' and 'Safeguarding' status.
- Chats:** A list of chat messages from 'allie' to 'Kooth', including timestamps and 'Read Transcript' links.
- Case Notes:** A table with columns for 'CASE NOTES', 'QUESTIONNAIRES', 'MEASURES', 'JOURNAL', 'GOALS', and 'ISSUES'. It shows a list of notes with 'Clinician', 'Type', 'Date', and 'Actioned' columns.
- Clinical Note:** A detailed text note for a 15-year-old girl, including a history of concerns, risk factors, and a plan for assessment.

The interface is designed to provide a comprehensive '360 view' of the service user, facilitating collaboration and support across different service areas.

Our proprietary clinical operating model, iRespond, enables practitioners to deliver a safe, person-centric service at scale

Asset/strength and goals-based approach to achieve outcomes that matter to people.

Digital Practice Training: Text-based, drop-in support is an entirely new delivery model for most practitioners.

We **proactively audit clinical practice** against i-R to build a culture of continuous improvement.

Integrative

Responsive

Evidence based

Safe

Person focused

Outcomes driven

Non judgemental

Data driven

How Kooth Helps Today: Sam's Story

On joining Kooth

CORE score: medium range

Kooth risk rating: amber

Goals set

- Managing self-harm
- Being able to confide in parents

8 weeks later

CORE score: mild range

Kooth risk rating: green

All goals moved significantly

After that, Kooth is alongside Sam

- Shift from weekly sessions to asynchronous messaging.
- Continues to engage with community.
- Posts own content to help self and others.
- Has safety plan to reduce risk of setbacks.

Benefits

Individual: Sam's mental health and wellbeing has improved as a result of early help.

Wider community: Sam is now helping others through peer support.

System: Sam has not required a costly and potentially lengthy face-to-face intervention.



Q&A



Tech Platform: Today & Future



Aaron Sefi
Chief Product Officer

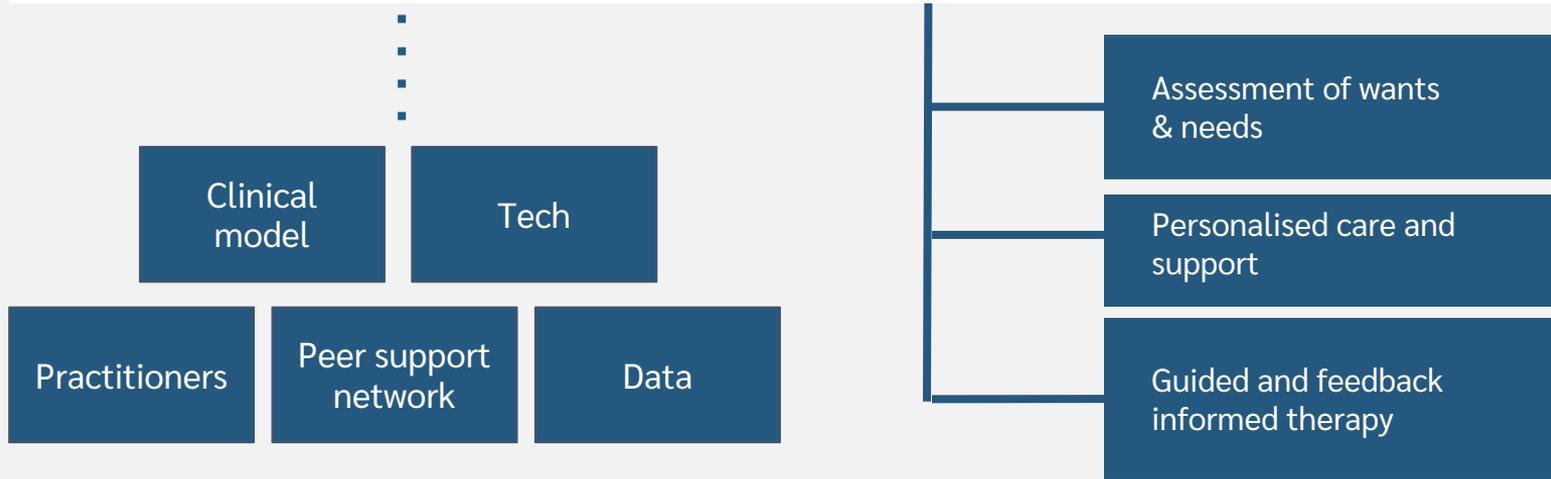


Dr Tim Budden
Chief Technology Officer

The Vision: Our goal is for our product to deliver a human-centric digital service for global scale



A welcoming, effective and personalised space accessible for all



Kooth Building Blocks to enable early help at scale

Kooth Future Vision Features

Product enablers of effective scaling



Personalisation drives engagement + faster path to outcomes.
AI based Automation/Optimisation drives service efficiency.



New digital therapies to provide
cost effective clinical support at scale.

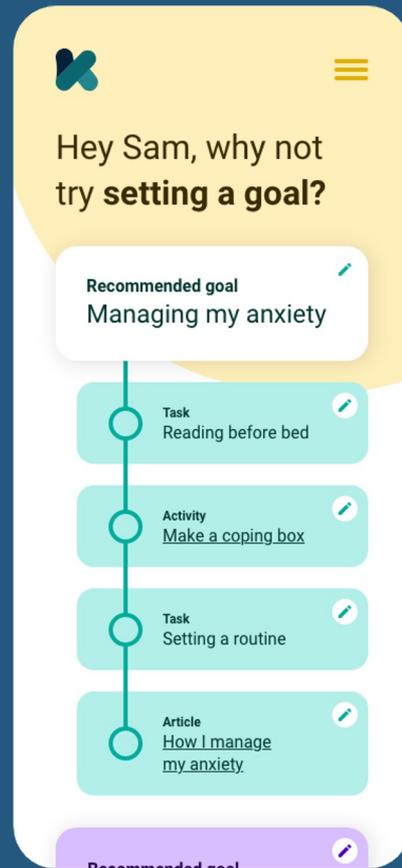
How Future Kooth can help Sam's Story

Week 1

Sam's experience

Based on assessment data, Kooth recommends some goals to Sam with suggested tasks and activities to do and articles to view.

Sam is able to select and change these to suit him.



Future Vision

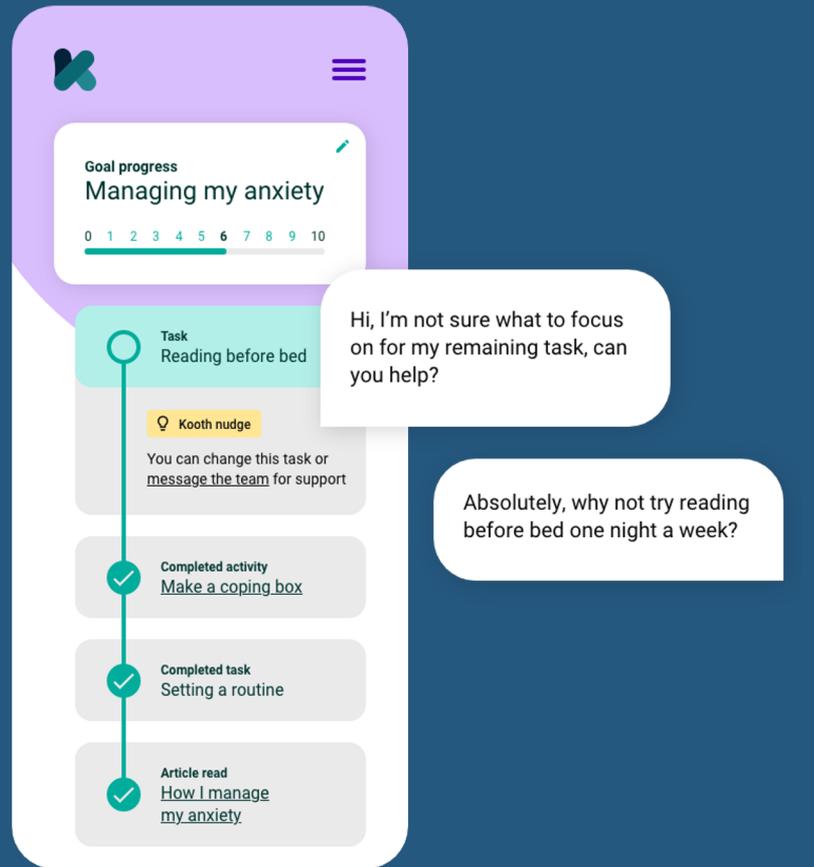
Week 2

Sam's experience

Sam's had a good week, and has completed one of the tasks and activities.

Kooth knows he hasn't updated one of his tasks, so prompts him to change it if it's not working for him.

Sam messages a Kooth practitioner about his remaining task. Asking what he should focus on and receives response with guidance.



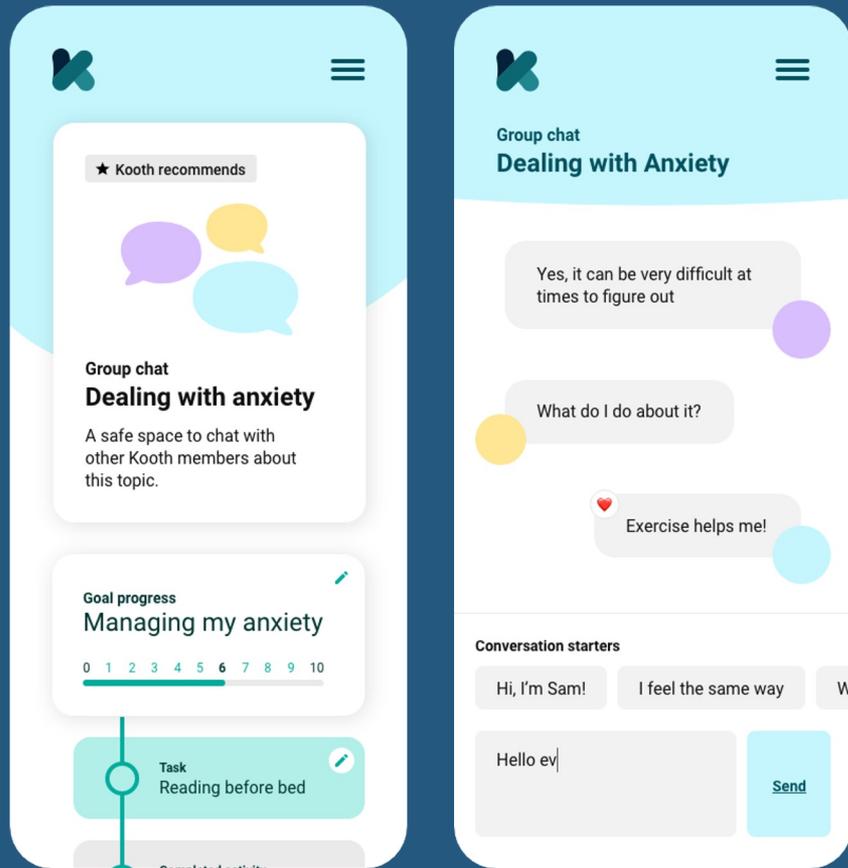
Future Vision

Week 3

Sam's experience

Kooth knows Sam has been making great progress with his anxiety goal, so recommends he joins a group chat to further help and help others.

Group chats can be a little daunting, so Kooth recommends some conversation starters for Sam.



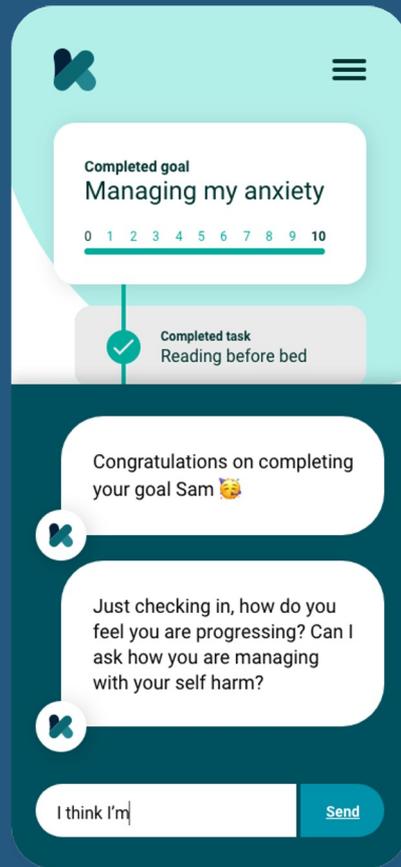
Future Vision

Week 4

Sam's experience

Sam completes his goal to better manage his anxiety.

Kooth notifies a practitioner about this. They message Sam to congratulate him, checking in with his progress and suggest that he writes an article to share his experience with others.

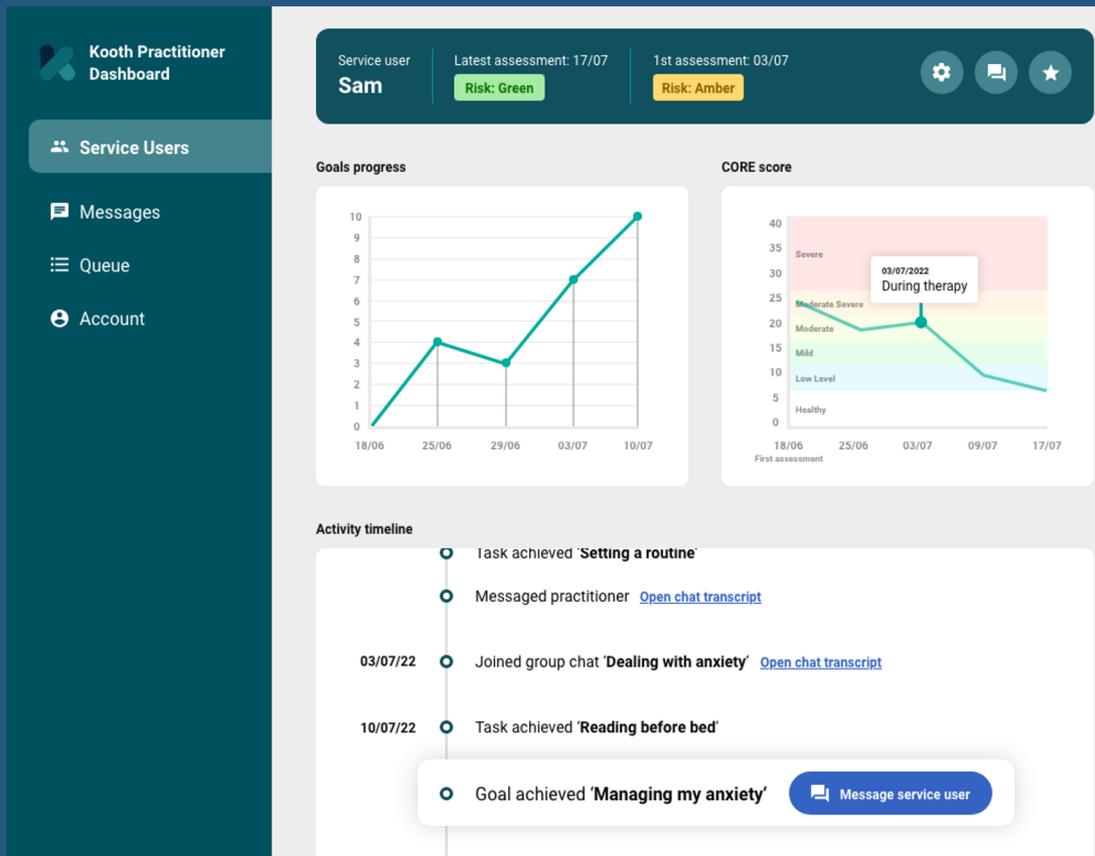


Future Vision

Practitioner experience

Ongoing

During Sam's time using Kooth, practitioners have been able to monitor how he's interacted with the service and engage with Sam throughout their journey.



Current product work on our growth pillars

Kooth Services

US Expansion

Deploy platform and operating model.
Iterate for product/market alignment

Adults

Scale B2G through improving engagement, and outcomes

Children and Young People

Increasing health economic efficiency through AI

Workforce

Assessments to benchmark the mental health of a business

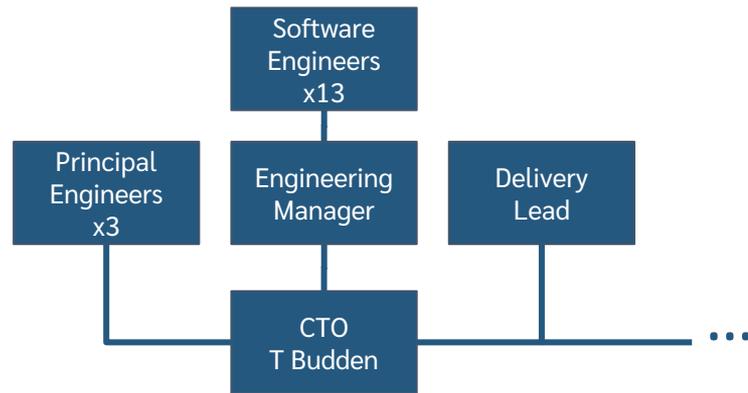
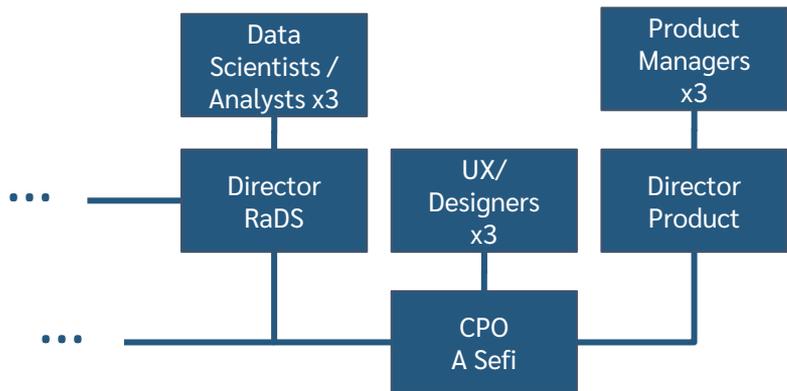
Product & Tech Team

Organised as 3 cross-functional squads/teams made up of:

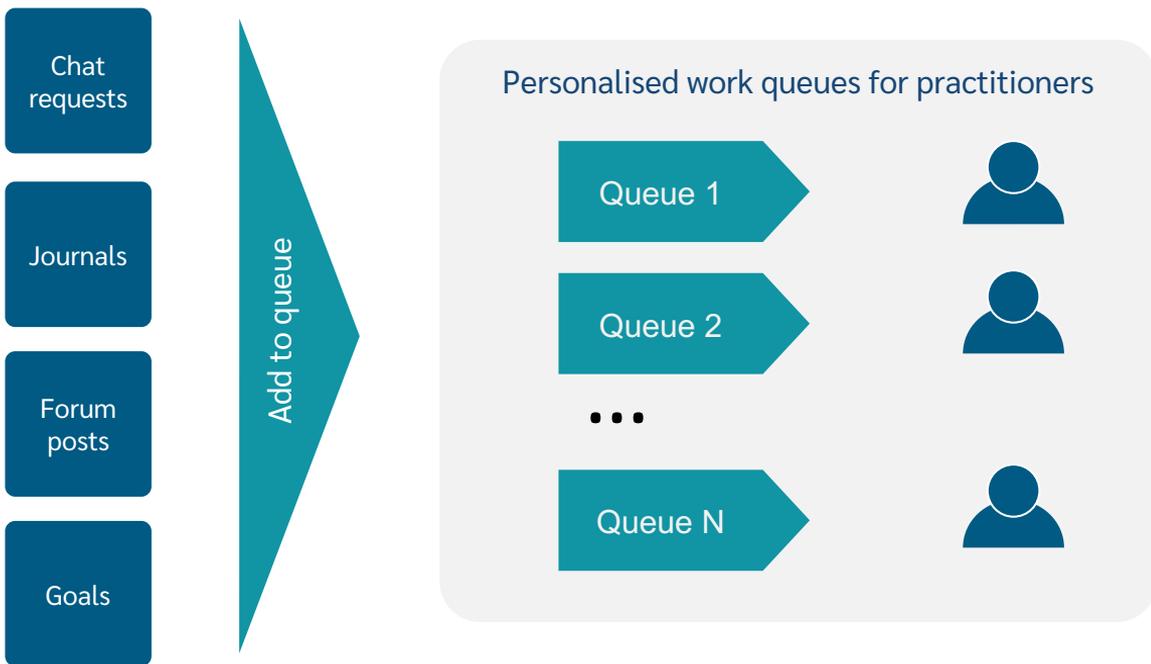
- Product manager
- Designer, data scientist when appropriate
- Tech Lead
- 2-4 Engineers

Growing the team to 5 squads by year end, adding:

- 6 Full stack engineers
- 2 Designers
- 1 Principal engineer
- 1 Engineering manager



2021 project: Enabling professional support at scale. Improve responsiveness by matching work to skill sets



We're integrating with a customer experience/service platform to build personalised work queues for our practitioners.

Work items are:

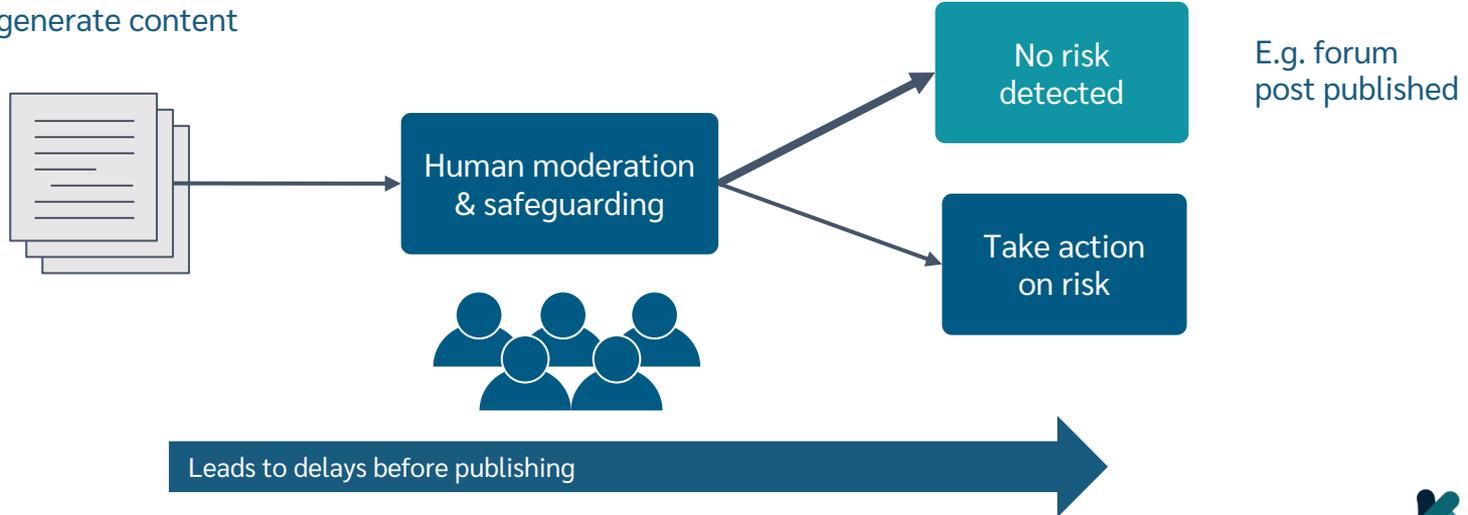
- categorised, augmented, prioritised
- sent to the most appropriate practitioner based on availability, skill match

2021 project: AI assisted moderation. Surface risk faster, improve user experience, reduce cost

To ensure a safe, welcoming experience, Kooth puts all user generated content through a review process to determine risk to author or readers.

No user generated content is published before this review is complete

Users generate content

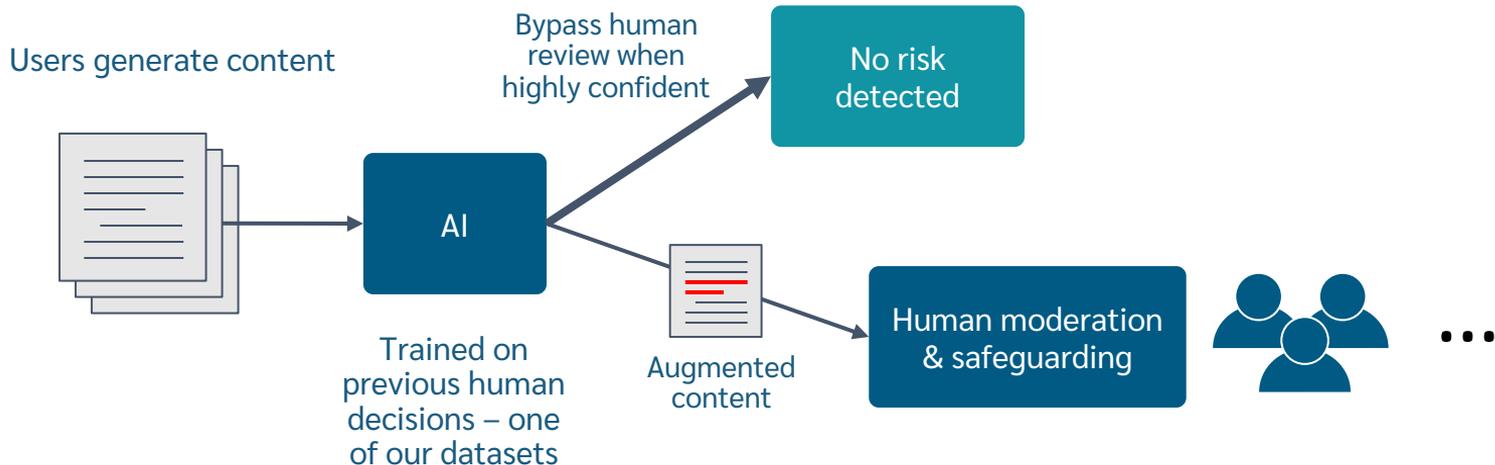


2021 project: AI assisted moderation.

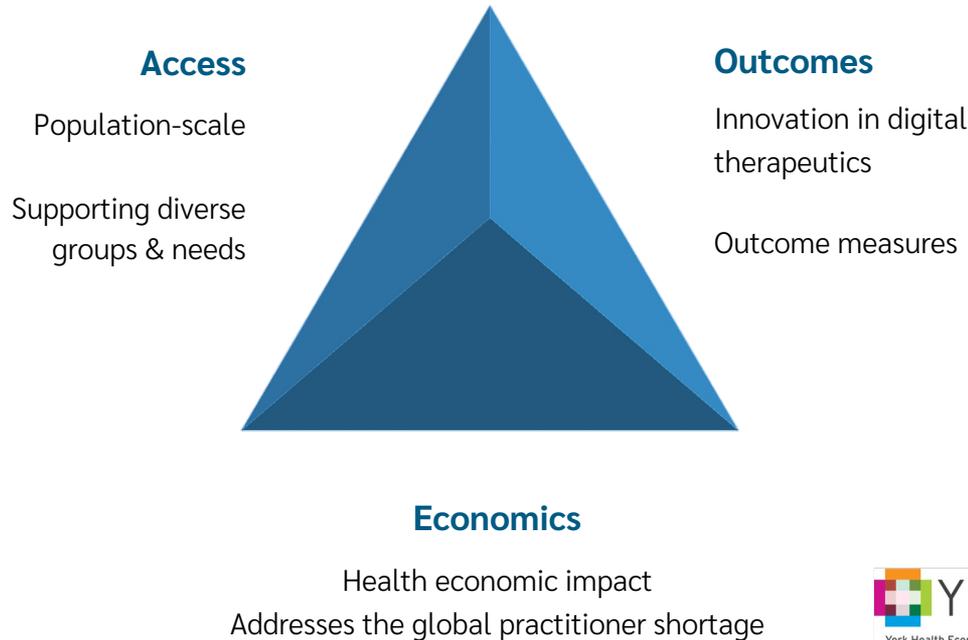
Surface risk faster, improve user experience, reduce cost (continued)

Using recent and widely available Natural Language Processing tech, an AI can be trained on data from previous human reviews to:

- Confidently predict absence of risk, avoiding some human review, reducing effort and latency and improving focus
- Augment cases of possible risk so that subsequent human review is faster and more accurate



We have a product that helps many more people like Sam and can continue to scale



Our product is building on our unique resources to deliver on all axes:

Access to personalised journeys across a variety of pathways, improved personal goal-setting by blending human and automated interactions.

Scale achieved through upstream therapies such as peer support and content assured by assisted moderation through machine learning.

Flywheel of data on interactions and outcomes, allowing us to continuously optimise our journeys through goal recommendations, increasing our effectiveness and engagement.



Q&A



Break / Demo



Commissioner Case Study



Caroline Hirst

Head of Children's Joint Commissioning for Lewisham and South East London

Context and Drivers

- The need to promote universal and targeted support through a variety of access routes, including digital
- Introduction of national CAMHS access targets
- Additional funding secured through Big Lottery: Headstart and NHSE CAMHS Transformation Programme
- Focus on emotional wellbeing and early help / prevention
- Implementation of the Thrive Framework
- Removal of stigma attached to mental health

How Kooth fits into the local landscape

We think that...

Resilience can be learnt and developed



To do this, young people need to be able to answer these questions...

How do I help myself?

Having greater resilience helps us to take better care of our wellbeing and that of others



Who is noticing me?

Sometimes things go wrong and we need some extra help and support



Who is holding my hand?

Provision in South East London...

Access to online resources including Kooth, peer support, social prescribing and workforce development.

Development of mental health support in schools and outreach into GP practices and other community settings.

Embedding therapeutic provision and clinical supervision for staff within a range of family support services.

The Commissioning Journey

December 2013 - 2016	Lewisham selected for Big Lottery Headstart Programme to promote resilience to prevent mental health issues for 10 – 16 year olds. Kooth commissioned as part of this programme.
2016 – March 2021	Kooth subcontracted by another provider as part of the Young Person’s Health and Wellbeing Service in Lewisham.
February 2019 – March 2020	Kooth online counselling service commissioned as a pilot across SEL (five boroughs – Lambeth, Southwark, Greenwich, Bexley and Bromley) to increase access.
September / December 2019	Evaluation of Kooth undertaken, alongside options appraisal resulting in a new contract for SEL (five boroughs) up to March 2021.
April 2020 – March 2021	Two year Kooth contract in place for five SEL boroughs (excluding Lewisham) – age range to cover 10 – 19, up to 25 for targeted groups inc. care leavers; SEN; youth offending.
July 2021	Extension of age range universally from 10 to 25.
April 2021 – March 2022	Lewisham and SEL Kooth contracts merged.
December 2021 – February 2022	Prior Information Notice (PIN) published and Expression of Interest (EOI) undertaken for SEL Online Counselling Service.
March 2022	Contract award to Kooth PLC.
April 2022 – March 2024	<i>(with an option to extend for a further 2 years to March 2026)</i>

SEL Demographic Breakdown & Usage

Demographic Breakdown

In 2021/22 **6,850 children and young people** from South East London registered on Kooth.com; a **31% increase** from 2020/21. These children and young people can be broken down as follows:

- **81%** were **under 18**
- **41%** identified themselves as Black, Asian or Minority Ethnic
- **24%** identified as male, **5%** as gender fluid, and **3%** as agender

Usage Summary

- Over **33,000 logins** by over 7,000 CYP
- **58%** of logins were **returning users**
- **68%** of logins were **out of office hours** (5pm-9am)
- Over **1,500 chat sessions** delivered
- Over **17,000 messages** exchanged
- Over **7,000 articles** viewed
- Over **31,500 forums** viewed

1,392 CYP achieved access (MHSDS) in 2021/22 a **116% increase** on the previous year

Presenting Issues in South East London

Top 5 Presenting issues for all CYP who come for professional support, as well as those who come to engage with peer support and therapeutic content.

Presenting Issue	% of all recorded presenting issues		
	2019/20	2020/21	2021/22
Anxiety/Stress	36	42	40
Suicidal Ideation	17	25	23
Depression	17	21	20
Family Relationships	22	25	17
Self-Harm	17	21	15

Service User Feedback

The feedback from 105 service users who've had counselling sessions 2021/22

94% 'would recommend counselling to a friend'

91% found 'overall, the chat session was right for me'

Thank you so much for this, and in general, thank you so much for everything. Thank you for your continued support, your patience, your guidance, your advice, your love & presence, just everything. It means more to me than I could ever type in words, and even though this journey is so dark, and so difficult for me, I am doing all I can to stay grateful of all the people that are actually helping me through this, and reminding me that I am not alone, that I am understood, and that things will feel better eventually."



20 year old male
Southwark

"the people [moderators] who replied to my discussion were very helpful and comforting. Thanks for the encouragement - I wasn't sure about reaching out but I feel more comfortable doing so now! 😊"



17 year old agender
Greenwich



Q&A



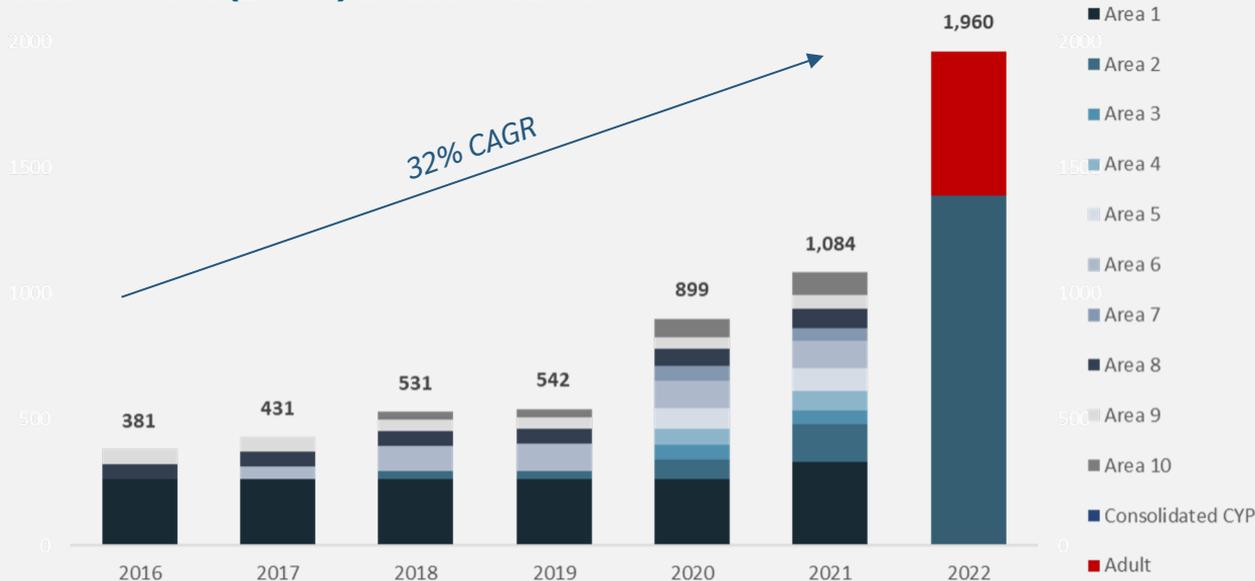
Public Sector Growth Strategy



Kate Newhouse
Chief Operating Officer

A working example of our growth strategy - new and in contract growth and product expansion (CYP to adult).

ARR Growth (£'000) in an ICS Area



Timeline

- 2004 - First CYP contract in area won
- 2012 - 2022 - closed and expanded individual contracts with commissioners across region.
- 2021 - Aligned commissioner age ranges and pricing
- 2022 - 10 commissioners merged into one ICS AND expanded to offer services to adults

For commissioners, Kooth delivers against the need to deliver equity of access, early help, and prevention support.

Demand outstrips current predominant method of supply

Downstream costs are unsustainable

Early intervention necessary but difficult to scale

So what?

Need new innovative solutions to meet demand

Need to invest in early intervention

Digital delivers equity of access across an entire region.

Our USP is that we deliver an integrated service offering population wide access, choice, and are trusted.

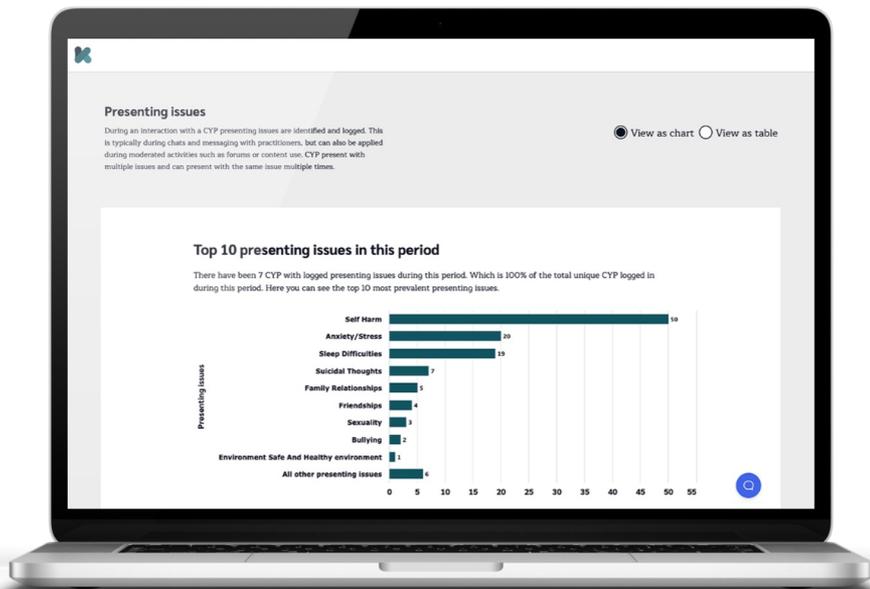


Kooth delivers a 'one stop', integrated service, offering

- Choice
- Prevention and early help
- Population wide access
- Anonymity to tackle stigma
- No barriers to entry
- Promotion and engagement teams in region
- Proven outcomes
- Insights into population mental health
- Trusted provider status



We provide unique insights into the local population back to our commissioners that set us apart from other providers

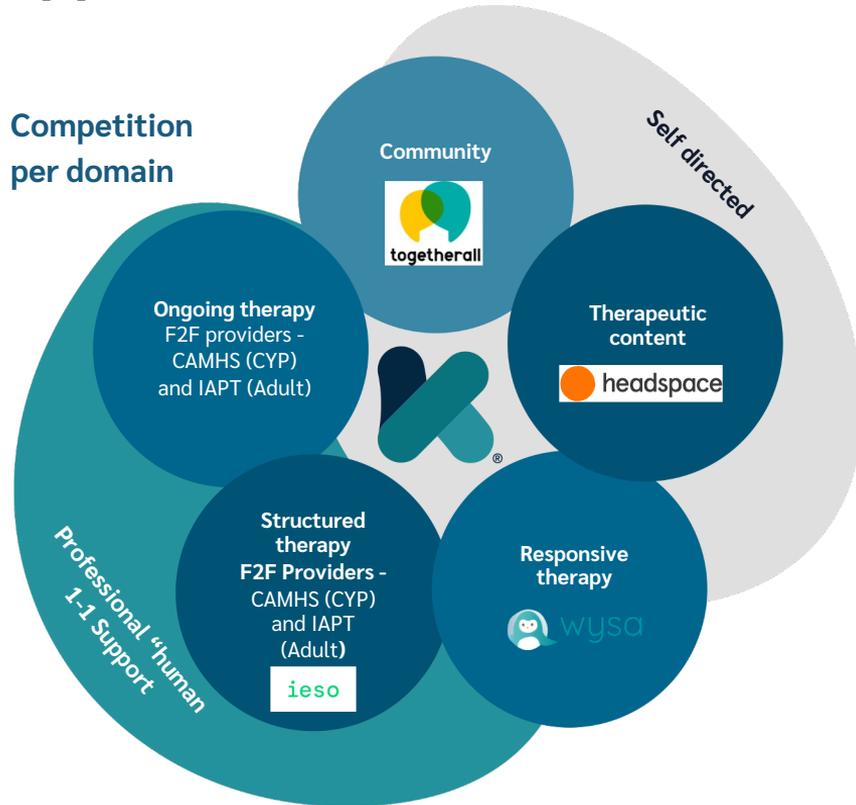


Kooth provides near 'real-time' anonymous insights into the mental health of the local population.

Local presenting issues vs national benchmark.

We have competition in each domain but not on an integrated basis, there are also partnership opportunities.

Competition per domain



Partnership or referral opportunities



Public sector sales is a consultative process aligning local stakeholders and establish credibility.



Method	Funding	Landscape
Direct award, closed and open tenders.	Need to build funding alliances across regions	NHS system restructure, key person moves
What we do?		
<p>90%: Direct award as no comparable service</p> <p>10%: Shape and respond to tender</p> <p>Move to provider selection regime</p>	<p>Develop funding routes with an alliance of local stakeholders</p> <p>Build on success with 18+ from CYP service</p>	<p>Understand stakeholder consensus needed - MHFT & IAPT, CCG/ICS, PCN, LAs/VCSE</p> <p>Understand local place-based control/demands</p>

Our SPIRIT model to support a changing and challenged NHS, aligning our team to the consolidation to regional ICSs

Strategic partner to NHS

Scalable collaborative processes spanning account management and integration with stakeholders

Promotional focus

Centralised leadership but mapped to regional structure

Insights driven

To inform customer success management for both sales and renewals

Regional leadership

Structure matches how we are commissioned

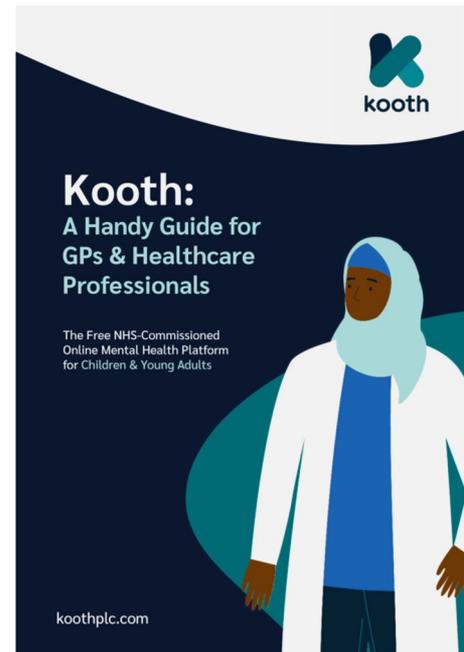
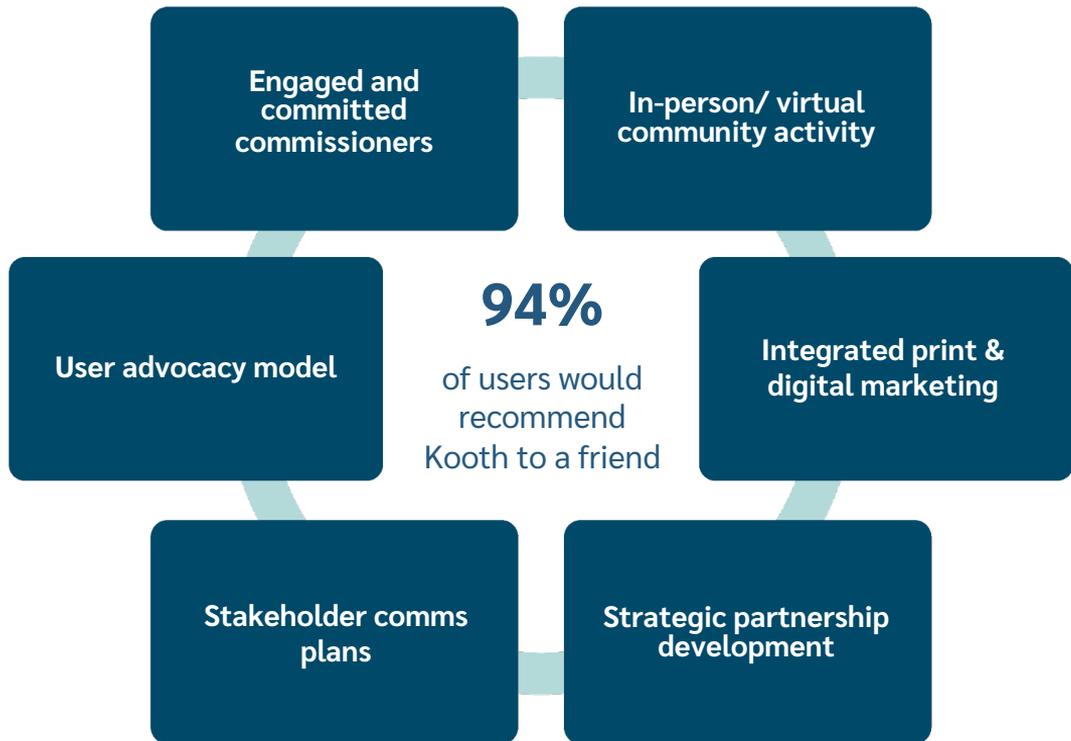
Impact focused

Using our research, clinical innovation, engagement approach & data insights

Team approach

Corporate support for pricing development, sales trend analysis;
Marketing and service delivery input on renewals and contract growth

How we grow awareness and advocacy for Kooth locally





Q&A



US Growth Strategy



Kevin Winters

General Manager, North America

Mental Health prevalence in the US is at an all time high, and a therapy supply demand imbalance has created a competitive virtual solutions market

US mental health crisis

1 in 5

with mental health issues every year

56%

of American adults with a mental illness do not receive treatment.

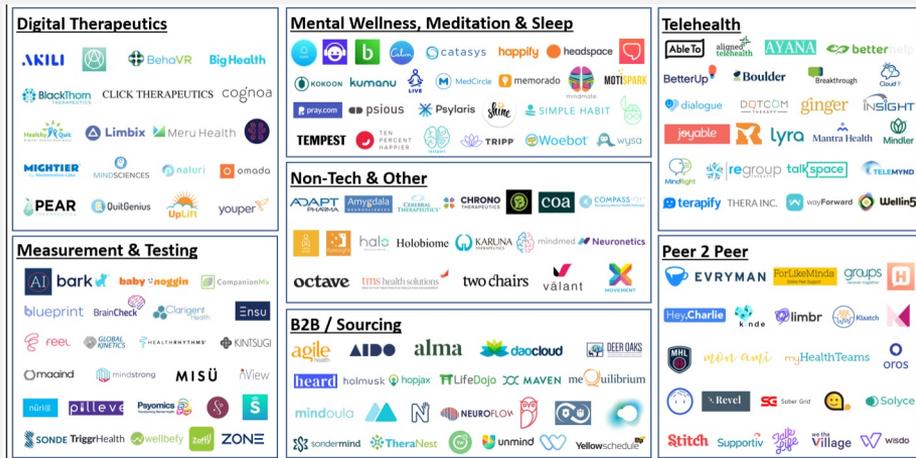
1 in 3

live in designated mental health practitioner shortage areas.

>60%

of Psychiatrists will leave the workforce in 5 years, deepening crisis.

Mental health tech landscape



But provision of US mental health treatment is limited by these current delivery models and technologies



Behavioural Health Professionals



- Psychiatrist
- Psychologist
- Clinical Social Workers
- Teachers
- Psychiatric Nurses
- Licensed Professional Counselor
- Wellness coaches

1:1 Face to Face / Teletherapy



- 45-60 mins weekly
- Expensive to scale
- Stigma
- Reactive
- Accessibility

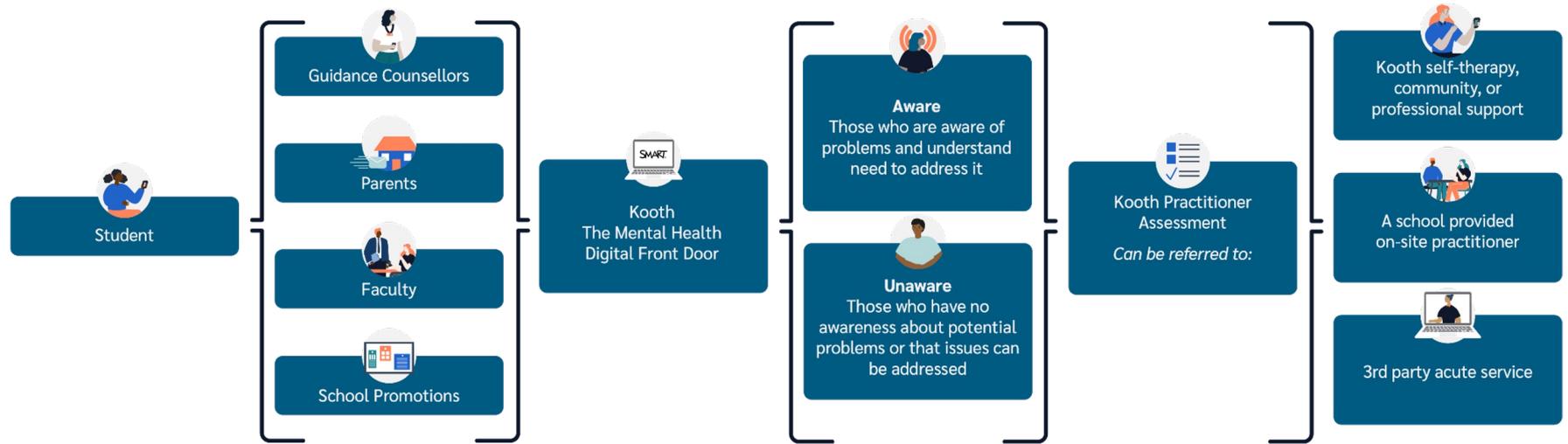
Does not solve for the “Missing Middle”.

60-80% of students who need help are ‘not serious’ enough for therapy or do not have a diagnosis yet.

These models for care are either reactive, costly, unsuitable or don’t solve for the ‘missing middle’

The Kooth US difference: A 'digital front door' that integrates with current pathways/services allowing for scale

Sample Journey - Schools



- Increasing **access**
- Improving **outcomes**
- Maximizing existing **investment**
- Reducing **cost**

SMART®

Kooth and SMART Partnership

Technology integration: Kooth mental health content embedded directly in educator lesson plans.

SMART to act as sales channel partner for Kooth

Resources for students in Grades 5-8:



The Importance of Kindness



What is Mindfulness?



The Science of Stress



Wholly owned by **FOXCONN**—the world's largest contract manufacturer of electronic devices.



Recognized by **COMMUNITECH** as one of the **highest potential Canadian tech firms** on pace to reach annual revenue of **\$1B.**



Over **1.5M** interactive displays shipped into US education market - **more than any other brand.**



Over **60M** students and teachers use SMART Software around the globe, including over **44M** activities and **11M** lessons in Lumio by SMART.



Recognized by **MERCER** as a **Best-in-class Employer** in 2022.

Focus Market Segments: Partners that can help scale mental health access



Education Sector

Use Cases

Augment existing capacity, waitlist management, early identification, prevention, treatment, “The Missing Middle”



Health Systems

Use Cases

Waitlist Management, Adjunct service offering, Fee-For-Service and, Value-Based Care reimbursement, Population Health, Employer packages



Ecosystem Catalysts

Established

Nuro Retention
SMART Technologies

Positive Progress

Telehealth Partners
Therapist Suppliers

2022 (Year 1)

Prove Product/Market fit with pilot implementations

1. Precision over volume in pilot partners i.e. localise product for US market
2. “Bend don’t break” expectation on Kooth core business
3. Establish relationships with potential catalysts/channels for rapid growth

2023 (Year 2)

Enter 2023 in revenue-generating mode



Wrap-up / Q&A

Momentum shows our strength and growth potential



Kooth sustainable growth: Comparative industry metrics

94% Recurring Revenue. Almost all revenue from embedded customers which renew year after year.

109% Net Revenue Retention. Ability to expand and increase usage of existing contracts drives growth.

£141k Average Contract Value. Annualised value of contracts is growing as services embeds in population.

£2.6m Customer Lifetime Value. Revenue primarily generated from established long-term customer base

Cost of Customer Acquisition. Low relative cost of winning new customers in NHS.

2021 Key Performance Indicators

Recurring Revenue

94%

Net Revenue Retention

109%

Average Contract Value¹

£141k

Customer Lifetime Value¹

£2.6m

Cost of Customer Acquisition²

£20k

Average Revenue per Staff

£47k

¹ - Kooth CYP only

² - Kooth CYP and Adult only (i.e. excluding Kooth Work)



Q&A



Thank you.